



Piattaforma Italiana per lo studio della Terapia delle Epatiti virali



# 2° THE PITER MEETING

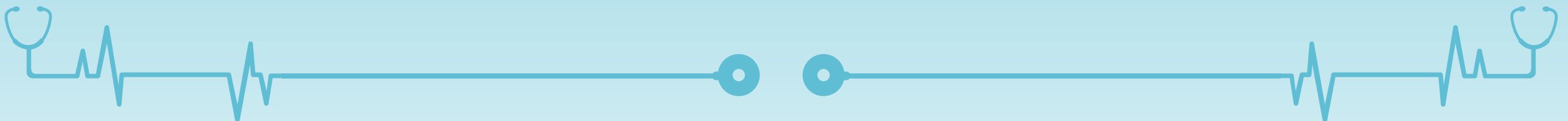
**Uno strumento per produrre evidenze "real-life"  
nell'ambito delle epatiti virali croniche in Italia**

**Dott. Lucia Craxì**

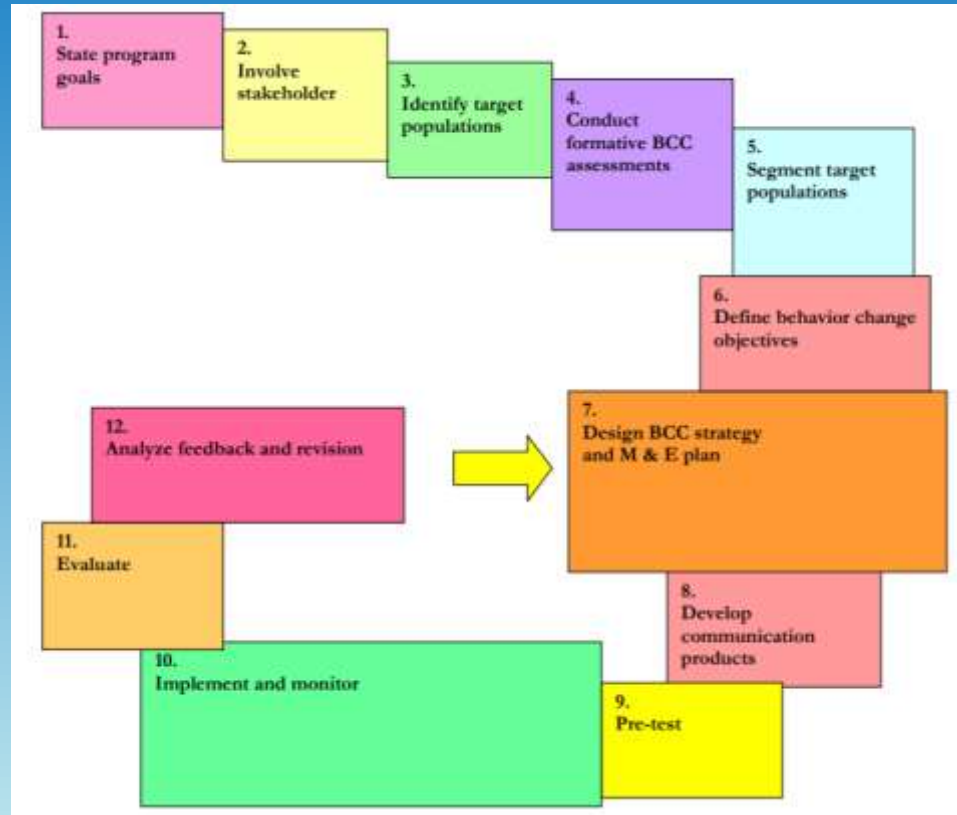
Dipartimento di Biomedicina, Neuroscienze e Diagnostica  
Avanzata (BiND)  
Università degli Studi di Palermo



- ❖ **Mercato potenziale:** insieme dei consumatori che dichiarano interesse per una data offerta
- ❖ **Mercato disponibile:** insieme dei consumatori che hanno interesse, reddito e possibilità di accesso ad una data offerta
- ❖ **Mercato obiettivo:** parte del mercato disponibile cui l'impresa si rivolge
- ❖ **Mercato penetrato:** insieme dei consumatori che effettivamente acquistano il prodotto



# BEHAVIOUR CHANGE COMMUNICATION



<http://www.hivpolicy.org/Library/HPP000533.pdf>

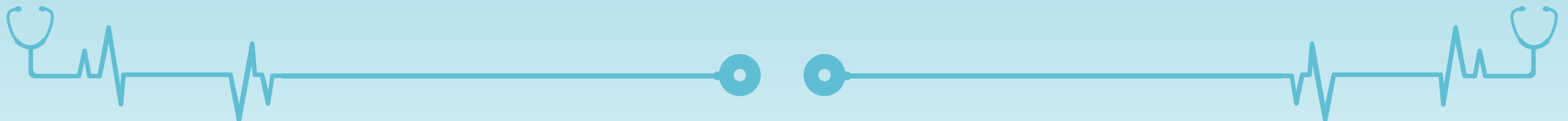
ARTICLES

## Effectiveness of mHealth Behavior Change Communication Interventions in Developing Countries: A Systematic Review of the Literature

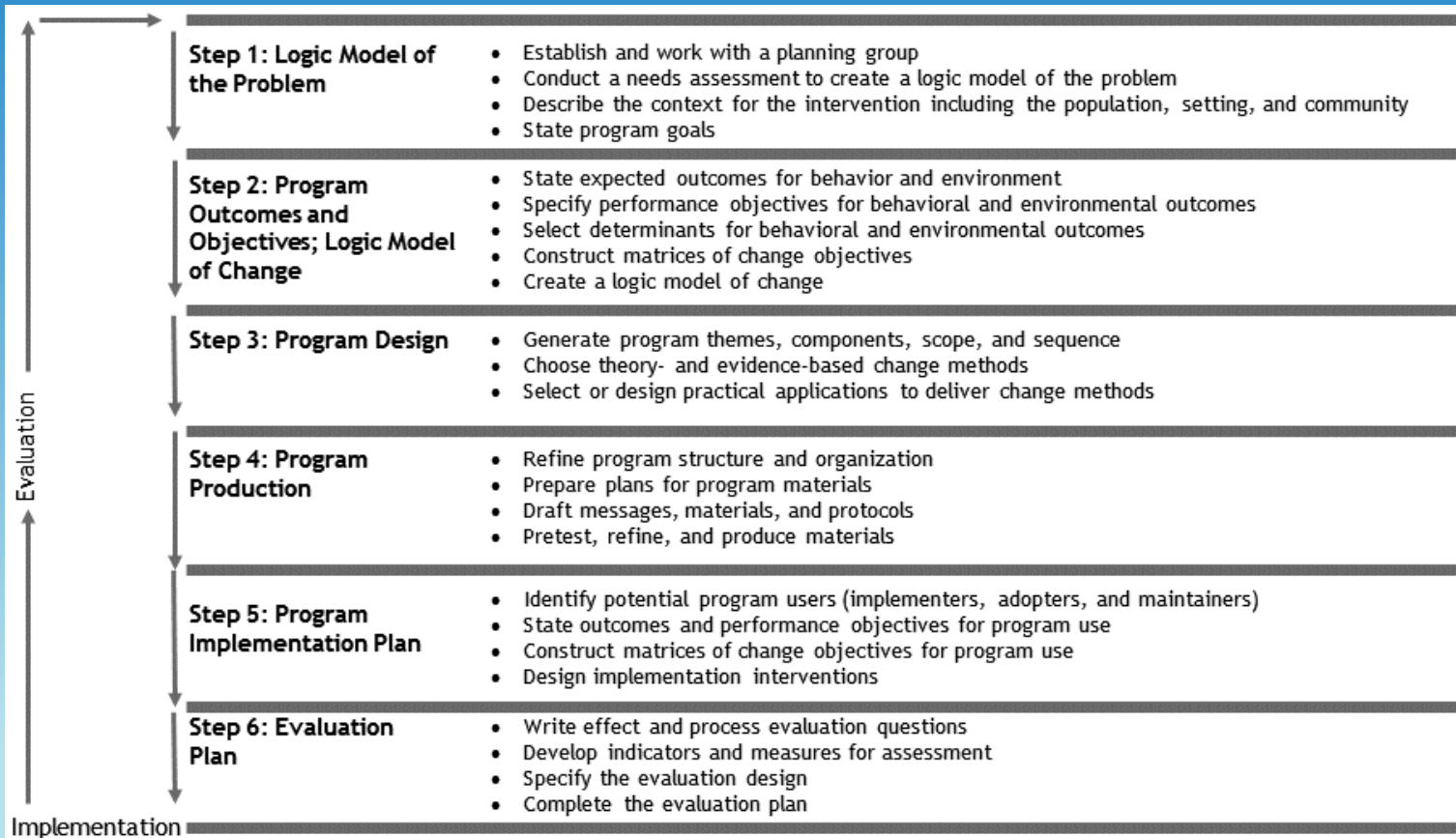
Tilly A. Gurman, Sara E. Rubin & Amira A. Roess ✉

Pages 82-104 | Published online: 01 May 2012

Download citation | <https://doi.org/10.1080/10810730.2011.649160>



# INTERVENTION MAPPING



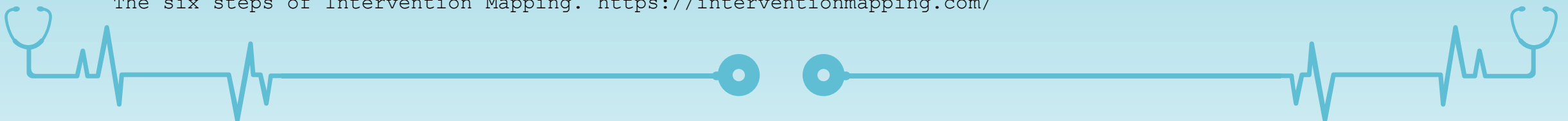
[Front Public Health](#), 2019; 7: 209. PMID: PMC6702459  
Published online 2019 Aug 14. doi: [10.3389/fpubh.2019.00209](https://doi.org/10.3389/fpubh.2019.00209) PMID: [31475126](https://pubmed.ncbi.nlm.nih.gov/31475126/)

**Intervention Mapping: Theory- and Evidence-Based Health Promotion Program Planning: Perspective and Examples**

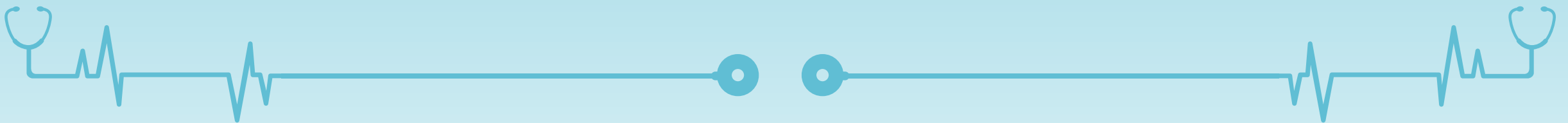
Maria E. Fernandez,<sup>1\*</sup> Robert A. C. Butler,<sup>2</sup> Christine M. Markham,<sup>1</sup> and Gerjo Kok<sup>2</sup>

[\\* Author information](#) [\\* Article notes](#) [\\* Copyright and License information](#) [\\* Disclaimer](#)

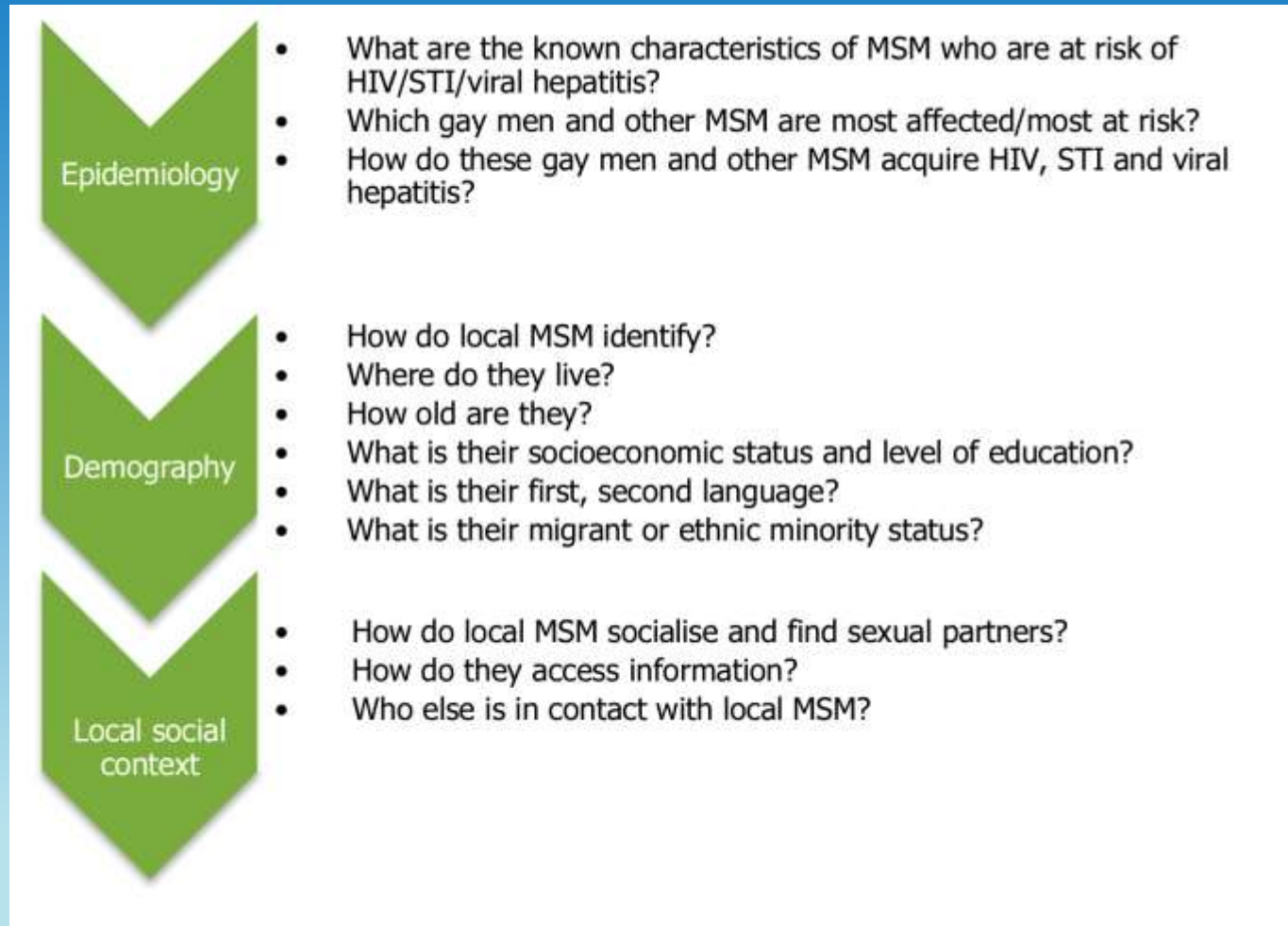
The six steps of Intervention Mapping. <https://interventionmapping.com/>



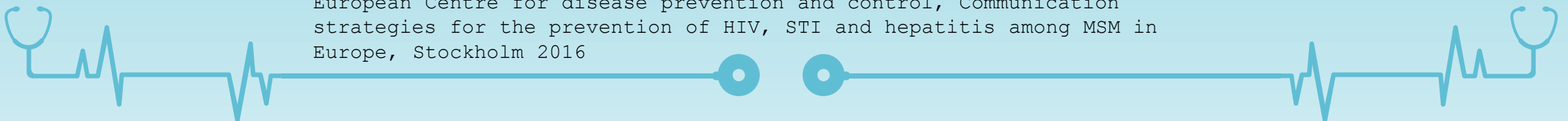
1. Analisi vulnerabilità
2. Analisi SWOT sistema
3. Profilazione target
4. Project planning
5. Creazione e validazione strumenti di comunicazione



# PROFILAZIONE TARGET



European Centre for disease prevention and control, Communication strategies for the prevention of HIV, STI and hepatitis among MSM in Europe, Stockholm 2016





# CREAZIONE E VALIDAZIONE STRUMENTI DI COMUNICAZIONE



International Patient Decision Aid Standards (IPDAS)  
Collaboration

## IPDAS 2005: Criteria for Judging the Quality of Patient Decision Aids

**Steering Committee:** A O'Connor (CA) & G Elwyn (UK) (co-leaders) with A Barratt (AU), M Barry (US), A Coulter (UK), M Holmes-Rovner (US), N Moumjid (FR), H Llewellyn-Thomas (US), M O'Kane (US), R Thomson (UK), D Stacey (CA), T Whelan (CA) **Methods Group:** G Elwyn (leader, UK) with S Bernstein (US), P Shekelle (US), R Thomson (UK), R Volk (US) **Stakeholder Leader:** A Coulter (UK) **Quality Criteria Panels:** A O'Connor (CA) & H Llewellyn-Thomas (US) (editors) with J Austoker (UK), A Barratt (AU), M Barry (US), H Bekker (UK), J Belkora (US), C Braddock (US), P Butow (AU), E Chan (US), A Charvet (Switz), A Clarke (UK), J Davison (CA), J Dolan (US), A Edwards (UK), V Entwistle (UK), A Fagerlin (US), D Feldman-Stewart (CA), J Fowler (US), D Frosch (US), P Hewitson (UK), M Holmes-Rovner (US), T Hope (UK), MJ Jacobsen (CA), A Kennedy (Switz), S Knight (US), M Kupperman (US), B Ling (US), T Marteau (UK), K McCaffery (AU), N Moumjid (FR), A Mulley (US), M O'Connor (US), E Ozanne (US), M Pignone (US), A Raffle (UK), C Ruland (NO), L Schwartz (US), K Sepucha (US), S Sheridan (US), S Stableford (US), D Stacey (CA), D Stilwell (US), V Tait (CA), D Timmermans (NL), L Trevena (AU), T Whelan (CA), C Wills (US), S Woloshin (US), S Ziebland (UK)

> BMJ Qual Saf. 2018 May;27(5):389-412. doi: 10.1136/bmjqs-2017-006985. Epub 2018 Feb 21.

## Explanation and elaboration of the Standards for UNiversal reporting of patient Decision Aid Evaluations (SUNDAE) guidelines: examples of reporting SUNDAE items from patient decision aid evaluation literature

Aubri S Hoffman <sup>1, 2</sup>, Karen R Sepucha <sup>3</sup>, Purva Abhyankar <sup>4</sup>, Stacey Sheridan <sup>5</sup>, Hilary Bekker <sup>6</sup>, Annie LeBlanc <sup>7</sup>, Carrie Levin <sup>8</sup>, Mary Ropka <sup>9</sup>, Victoria Shaffer <sup>10</sup>, Dawn Stacey <sup>11, 12</sup>, Peep Stalmeier <sup>13</sup>, Ha Vo <sup>14</sup>, Celia Wills <sup>15</sup>, Richard Thomson <sup>16</sup>

# GRAZIE



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